

## Woman Buys When Tempted

That Is the American Shopkeeper's Idea

English shopkeepers are losing sleep over the American woman's methods of shopping. Word comes from London that although many tradesmen put forth every effort to secure the custom of American visitors some of them complain bitterly that the American woman is too much given to examining goods without purchasing. In examining goods without purchasing, the English general store has placed over its main entrance this printed notice: "To entice this person in large numbers, but a shop."

"Just as if an American woman would forego the pleasure of shopping to please an Englishman," remarked a New York dry goods merchant, who has been at the helm of a big concern more than a quarter of a century. "It would be just as reasonable to expect a leopard to change his spots."

American women as a class love to shop. The average American woman deliberately starts on a shopping tour once a week without having the least intention of buying anything. She goes to the store to see the goods, to get a general impression of the prices, and to see the shopkeeper's face.

"And why? Simply because the American merchant puts temptation in her way, and instead of prohibiting her from handling goods, he encourages her to do so."

"Undoubtedly, when it comes to a question of retail trading America is the freest, the most indulgent country in the world. And not from motives of civility either. Our chief aim in this store, and I think it is the aim of every large American department store, is to get customers to look at our goods, to handle them, in some departments to taste them, for if a woman gets that far she is pretty sure to buy sooner or later."

"It was A. T. Stewart, a pioneer of the great New York department store system, who used to tell his clerks: 'The goods are in the window. Don't be afraid to show them. Let them speak for themselves and save your breath.'"

"He was never an advocate of the old-fashioned method of persuading a customer to buy. And he was right."

"As a rule a woman who is persuaded by a glib-tongued salesman to purchase anything which does not appeal to her at first sight is pretty sure to be dissatisfied with it, and ten chances to one will return it."

"In this store at least we seldom or never refuse to take back goods and refund their price. Pay us? Of course it does. We do not care for the money, but we do care for the customer's satisfaction."

"The average American woman deliberately starts on a shopping tour once a week without having the least intention of buying anything. She goes to the store to see the goods, to get a general impression of the prices, and to see the shopkeeper's face."

"Pick-up in the most unexpected place and at the most unexpected time. In 1897 a travelling salesman named Hook was in a small town in the north of England. He sold a little stamp business on the road, and he took up one of the finest stamp bonanzas in the history of stamp collecting."

"Hook was in Baltimore at the time, and one day while passing along a street saw an auction sale of old pictures and a miscellaneous rubbish in progress. He did not stop, but he stepped inside, just in time to see a roomful or so of old papers and documents offered for sale."

"This stuff was packed in old boxes and barrels, and on some of the papers on top of the barrels Hook noticed a revenue stamp. He picked it up and looked at it. It was a revenue stamp of the year 1800. He had never seen one before. He was sure it was a valuable one. He bought it for five shillings."

"After he got the lot of stamps, he began to look over the contents of the first barrel he had the sensation of a gold miner following up a rich lead, and right then and there he was sure the travelling salesman's business would know him no more. There were stamps in that first barrel worth as high as fifty shillings. These were the \$500 revenue stamps of 1800."

"There weren't many of them, but you don't have to find many stamps like these to make a big sum. It seems that the old papers bore stamps that had been originally issued for bills of lading, mortgages, invoices, receipts, leases and so on, and they included every variety of the earlier revenue stamps issued by the Government. This is explained by the fact that in the early 1800s, when the supply of revenue stamps fell short, the Government permitted any kind of stamp to be used on any sort of document so long as it represented the required value."

"Among these stamps Hook uncovered were many of the scarce early revenue stamps which were used between 1800 and 1825. These stamps were usually in two colors and were known as the second and third issues. The body of the stamps, as a rule, was printed in blue ink, and the value was printed in red ink. There were several other colors, but the portrait of Washington in the center was always in black."

"The errors were caused by the sheets being accidentally mixed up after receiving their first color, with the result that the portrait was printed in various colors. Most of these revenue issues were quite valuable, some of the inverted ones being worth from \$25 to \$50 apiece, even higher, and there were hundreds of these on the old papers."

"Well, Hook was engaged for a month or more in getting his lot into shape, soaking the stamps off the papers and arranging them. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

chief aim in this store, and I think it is the aim of every large American department store, is to get customers to look at our goods, to handle them, in some departments to taste them, for if a woman gets that far she is pretty sure to buy sooner or later."

"It was A. T. Stewart, a pioneer of the great New York department store system, who used to tell his clerks: 'The goods are in the window. Don't be afraid to show them. Let them speak for themselves and save your breath.'"

"He was never an advocate of the old-fashioned method of persuading a customer to buy. And he was right."

"As a rule a woman who is persuaded by a glib-tongued salesman to purchase anything which does not appeal to her at first sight is pretty sure to be dissatisfied with it, and ten chances to one will return it."

"In this store at least we seldom or never refuse to take back goods and refund their price. Pay us? Of course it does. We do not care for the money, but we do care for the customer's satisfaction."

"The average American woman deliberately starts on a shopping tour once a week without having the least intention of buying anything. She goes to the store to see the goods, to get a general impression of the prices, and to see the shopkeeper's face."

"Pick-up in the most unexpected place and at the most unexpected time. In 1897 a travelling salesman named Hook was in a small town in the north of England. He sold a little stamp business on the road, and he took up one of the finest stamp bonanzas in the history of stamp collecting."

"Hook was in Baltimore at the time, and one day while passing along a street saw an auction sale of old pictures and a miscellaneous rubbish in progress. He did not stop, but he stepped inside, just in time to see a roomful or so of old papers and documents offered for sale."

"This stuff was packed in old boxes and barrels, and on some of the papers on top of the barrels Hook noticed a revenue stamp. He picked it up and looked at it. It was a revenue stamp of the year 1800. He had never seen one before. He was sure it was a valuable one. He bought it for five shillings."

"After he got the lot of stamps, he began to look over the contents of the first barrel he had the sensation of a gold miner following up a rich lead, and right then and there he was sure the travelling salesman's business would know him no more. There were stamps in that first barrel worth as high as fifty shillings. These were the \$500 revenue stamps of 1800."

"There weren't many of them, but you don't have to find many stamps like these to make a big sum. It seems that the old papers bore stamps that had been originally issued for bills of lading, mortgages, invoices, receipts, leases and so on, and they included every variety of the earlier revenue stamps issued by the Government. This is explained by the fact that in the early 1800s, when the supply of revenue stamps fell short, the Government permitted any kind of stamp to be used on any sort of document so long as it represented the required value."

"Among these stamps Hook uncovered were many of the scarce early revenue stamps which were used between 1800 and 1825. These stamps were usually in two colors and were known as the second and third issues. The body of the stamps, as a rule, was printed in blue ink, and the value was printed in red ink. There were several other colors, but the portrait of Washington in the center was always in black."

"The errors were caused by the sheets being accidentally mixed up after receiving their first color, with the result that the portrait was printed in various colors. Most of these revenue issues were quite valuable, some of the inverted ones being worth from \$25 to \$50 apiece, even higher, and there were hundreds of these on the old papers."

"Well, Hook was engaged for a month or more in getting his lot into shape, soaking the stamps off the papers and arranging them. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

"He didn't put his stamps on the market at once, but sold them gradually in small lots. He had a lot of much sought stamps including the scarce one, three and four cent playing card stamps, not to say anything of innumerable common stamps for which there was little premium."

stayed unsold on the counters long. "But in New York that doesn't happen often. Instead of keeping with hand goods placed on special sale on a particular day, we often have to replenish the stock two or three times before 6 o'clock."

"Naturally, in the course of a year we are bound to lose a little on showrooms, soiled goods which must be sold at reduced prices, but our loss would be ten times as much if we tried to restrain shoppers from examining the stuff."

"The American woman and the English woman," explained a department manager who was born on the other side and has had business experience on both sides of the ocean, "are entirely unlike in their shopping habits."

"The English woman doesn't shop; she never dreams of running from store to store just for the pleasure of looking at goods. When, for instance, she wants to buy material for a dress she goes to the counter in a frock coat and makes her selection from the fabrics she sees there."

"Does the average American shop that way? Not much. Why, even the nicest women will make a tour of half a dozen of their pet stores, look the stock over carefully in each, and perhaps get samples, before settling at which store to leave the order."

"New York salesmen know this, every penny of it, and they don't mind it. They understand that in the long run the American woman is sure to buy, and buy liberally, and that one store stands just as good a chance of selling to her as another."

"I can understand though how the English salesman feels about it. Why, if an Englishman should see a customer like that it would shock him, and the speaker waved his hand toward the silk counter, literally the counter in a frock coat and match it with the most alluring weaves of every quality and color. Women came along, handled the silks, asked the prices, and then went on to the manager, 'is very different from this, simply for the reason that in England the people are the plain people, I mean, don't buy much silk. Consequently, it is the higher class principally which patronizes the silk counter.'"

"A salesman of silks considers himself away above the salesman of calicoes, say, and most of them are arrayed in the most costly and elegant of fashions. Here, for example, is the way an English woman goes to the store slowly and deliberately, she enters the store, escorted perhaps by a floor manager, who waves her to a seat in front of the counter with a profound bow. There she sits as if anchored till her purchase is completed."

"Then the salesman salutes several times and inquires deferentially what he can show her. 'Dark blue taffeta,' she says. He takes one piece from the shelf, opens it as if it were gold and tucks it under her arm. The counter in front of the customer, who perhaps remarks that the color isn't just what she wants, at which the salesman takes that piece away, takes another from the shelf and as carefully opens and spreads it, meanwhile bowing some more."

"Now, in the same length of time an American salesman would have had half a dozen pieces of silk in front of a customer and be hunting out some more rolls till he thinks might suit. However, before the English woman leaves she is pretty sure to order so many yards cut off and, perhaps, without even asking the price."

"The American woman's way is different. She approaches the counter briskly, and the salesman, judging by her prosperous appearance, is delighted at the prospect of a big order. 'The American says, briskly: 'I want to see some bonnet silk, a pale green, I think. No, I don't care for that shade. One piece is put before her. 'Is that the best quality you have?' when he opens out a second roll. 'I want a yard of the best quality you have,' she says, and he hands her at least half a dozen pieces, when, as likely as not, up she jumps and says to the assistant: 'Well, perhaps I will come in again. I don't see anything I exactly fancy to-day. And whisks away before he can say good-bye. The clerk who has the grand laugh on him and he swears under his breath."

"Meanwhile the American shopper goes on to the next store and does the same thing, eventually, perhaps, going back to the one she first tried."

"I don't pretend to say that the New York salesman never gets put out with this sort of customer, for he often does. He is long ago one of our best salesmen wasted, as he thought, nearly one hour during the busiest part of the day. He is rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

seat in front of the counter with a profound bow. There she sits as if anchored till her purchase is completed."

"Then the salesman salutes several times and inquires deferentially what he can show her. 'Dark blue taffeta,' she says. He takes one piece from the shelf, opens it as if it were gold and tucks it under her arm. The counter in front of the customer, who perhaps remarks that the color isn't just what she wants, at which the salesman takes that piece away, takes another from the shelf and as carefully opens and spreads it, meanwhile bowing some more."

"Now, in the same length of time an American salesman would have had half a dozen pieces of silk in front of a customer and be hunting out some more rolls till he thinks might suit. However, before the English woman leaves she is pretty sure to order so many yards cut off and, perhaps, without even asking the price."

"The American woman's way is different. She approaches the counter briskly, and the salesman, judging by her prosperous appearance, is delighted at the prospect of a big order. 'The American says, briskly: 'I want to see some bonnet silk, a pale green, I think. No, I don't care for that shade. One piece is put before her. 'Is that the best quality you have?' when he opens out a second roll. 'I want a yard of the best quality you have,' she says, and he hands her at least half a dozen pieces, when, as likely as not, up she jumps and says to the assistant: 'Well, perhaps I will come in again. I don't see anything I exactly fancy to-day. And whisks away before he can say good-bye. The clerk who has the grand laugh on him and he swears under his breath."

"Meanwhile the American shopper goes on to the next store and does the same thing, eventually, perhaps, going back to the one she first tried."

"I don't pretend to say that the New York salesman never gets put out with this sort of customer, for he often does. He is long ago one of our best salesmen wasted, as he thought, nearly one hour during the busiest part of the day. He is rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."

"We owe much of our prosperity to the fact that the rank and file of American women go first of all to the store to see what the latest fashions are, what there is that is new, and what when actually buying with goods which catch their fancy they can resist the temptation to buy. As an instance:—"

"Down the main floor is a table loaded with ribbons advertised at a special price. Those ribbons have been pulled and hauled, twisted and tied by a crowd of eager women ever since the store was opened this morning. Thousands of yards have been sold to-day and thousands more will go off to-morrow."